

KIRKLEES METROPOLITAN COUNCIL INVESTMENT & REGENERATION SERVICE

DEVELOPMENT MANAGEMENT

**Town and Country Planning Act 1990 (as amended) – SECTION 220 &
Town and Country Planning Act (Control of Advertisements) (England)
Regulations 2007 - Regulation 14**

DELEGATED DECISION TO DETERMINE PLANNING APPLICATION FOR ADVERTISEMENT CONSENT

Reference No:	2025/64/92472/W
Site Address:	Part of former St Luke's Hospital site, Blackmoorfoot Road, Crosland Moor, Huddersfield, HD4 5RA
Description:	Erection of illuminated signs
Recommending Officer:	Joshua Merriman

DECISION – Advertisement Consent - Granted

I hereby authorise the approval of this application for the reasons set out in the officer's report and recommendation annexed below in respect of the above matter.

Kirsty Nicholls

AUTHORISED OFFICER

Date: 04-Nov-2025

Site Description

The application site refers to Part of Former St Luke's Hospital site, Blackmoorfoot Road, Crosland Moor, Huddersfield, HD4 5RA, a currently undeveloped site which has been granted planning permission, reference 2023/91405, for the erection of a Lidl food store. The site is located in an area of mainly residential properties and is sited just off Blackmoorfoot Road, which is a designated B road.

This application will assess the proposed signage for the aforementioned development.

Description of Proposal

Advertisement consent is sought for the erection of illuminated signs.

The proposed signs relate to the previously approved Lidl supermarket on site, including a flagpole, wall-mounted billboards, poster display units, canopy logos, and directional signs.

History of negotiations/amendments received

None

Relevant Planning History

2023/91405 – Erection of foodstore (Class E) with associated access, parking, servicing area and landscaping – Section 106 Full Permission.

Representations

No publicity required

Representations received: None

Parish/Town Council – not applicable

Consultations

K.C. Highways Development Management – No objections.

Policy

This application is submitted pursuant to the requirement of paragraph 4 of Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The statutory Development Plan for Kirklees is the Local Plan (adopted 27th February 2019). The site is without notation on the Kirklees Local Plan.

Kirklees Local Plan (KLP):

LP 1 – Achieving sustainable development

LP 2 – Place shaping

LP 24 – Design

LP 25 – Advertisements and shop fronts

LP 30 – Biodiversity & Geodiversity

National Policies and Guidance:

National planning policy and guidance is set out in National Policy Statements, primarily the National Planning Policy Framework (NPPF) published December 2024, the Planning Practice Guidance Suite (PPGS) first launched 6th March 2014 together with Circulars, Ministerial Statements and associated technical guidance.

The NPPF constitutes guidance for local planning authorities and is a material consideration in determining applications.

- Chapter 12 – Achieving well-designed places
- Chapter 15 – Conserving and enhancing the natural environment

Assessment

Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

Regulation 3(2a) of the Advertisement Regulations states that: factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Policy LP1 of the KLP states that when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in chapter 2 of the National Planning Policy Framework.

Policy LP2 sets out that all development proposals should seek to build on the strengths, opportunities and help address challenges identified in the Local Plan. Policy LP24 of the KLP is relevant and states that "good design should be at the core of all proposals in the district".

The NPPF seeks a presumption in favour of sustainable development and seeks to secure high quality design and a high standard of amenity for all

existing and future occupants of land and buildings, as well as taking account of the character of different areas and the way they function.

Paragraph 141 of the NPPF considers that the quality and character of places can suffer when advertisements are poorly sited and designed. However, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Policy LP25 of the Local Plan sets out that the display of advertisements will only be permitted if they satisfy the following criteria:

- a. The design is consistent with the character of the existing building in terms of scale, quality and use of materials;
- a. Proposals respect the character of the locality and any features of historic, architectural, cultural or other special interest.

Policy LP24 of Kirklees Local Plan and Chapter 12 of the NPPF set out that development should be of an acceptable design.

Policy LP25 of Kirklees Local Plan details that new or replacement shop front units and display of advertisements will only be permitted if the design is consistent with the character of the existing building in terms of scale, quality and use of materials, respect the character of the locality and are designed to be in scale, in its depth and width, with the façade and street scene of which it forms part.

Public Safety:

Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.

The PPG sets out the main types of advertisements which may cause danger to road users. Of note, the PPG notes that this includes those, which would reduce the clarity or effectiveness of a traffic sign or signal, as well as illuminated signs when they are directly visible from the road, or the means of brightness could result in glare and dazzle or distract road users (Paragraph 068 Reference ID: 18b-068-20140306).

The dimensions of the proposed small wall mounted billboard are detailed below:

- Height: 1.64m.
- Width: 3.245m.
- Depth: 0.2m.

The sign will be externally illuminated at an illuminance level of 600 cd/m², therefore, as this exceeds the allowed illumination levels during hours of darkness within an urban area, a condition is recommended to be attached should the consent be approved that the sign must be turned off overnight.

The proposed small wall mounted billboard is considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

Details of the proposed large wall mounted billboards are below:

- Height: 3.25m.
- Width: 6.3m.
- Depth: 0.2m.

Three of these signs will be erected and externally illuminated at an illuminance level of 600 cd/m², therefore, as this exceeds the allowed illumination levels during hours of darkness within an urban area, a condition is recommended to be attached should the consent be approved that these signs must be turned off overnight. The proposed large wall mounted billboards are considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

The dimensions of the two proposed fascia (canopy logo signs) are detailed below:

- Height: 2.5m.
- Width: 2.5m.
- Depth: 0.535m.

The signs will be internally illuminated at an illuminance level of 85cd/m², therefore, this falls within the acceptable illuminance levels for the area of the proposal. The proposed fascia/canopy logo signs are considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

The details of the proposed directional signage are found below:

- Height: 0.75m.
- Width: 1.05m.
- Depth: 0.1m.

The sign will not be illuminated and will be coloured in blue, red, yellow, and grey. The proposed directional signage is considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area, with no objections from KC Highways Development Management.

Details of the poster display unit are detailed below:

- Height: 1.25m.
- Width: 1.69m.
- Depth: 0.075m.

The sign will be illuminated internally at an illuminance level of 225cd/m² which is also within the permitted luminance for the location in all hours. The proposed poster display unit is considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

Finally, information regarding the proposed flagpole sign is detailed below:

- Height: 3.36m.
- Width: 2.1m.
- Depth: 0.365m.

The flagpole sign will be internally illuminated at an illuminance level of 460cd/m² which is above the maximum permitted luminance level for an urban area, therefore a condition is recommended to be attached should the consent be approved that the turn off overnight also relate to this flagpole sign. The proposed flagpole sign is considered to be of an acceptable size and design that is consistent with the surrounding street scene and character of the local area.

The signs outlined above are of an acceptable design and scale that is consistent with the surrounding street scene and character of the local area. All advertisements proposed are of an adequate scale.

As such, the proposed advertisements are considered to comply with paragraph 132 of the NPPF, Policies LP24 and LP25 of the Local Plan in terms of achieving good design and well-designed places.

To conclude, this application has been assessed against relevant policies in the development plan and other material considerations. It is considered that the development would constitute sustainable development and is therefore recommended for approval.

Recommendation

Grant advertisement consent

Decision Authorisation - Delegated Powers

Application Number: 2025/92472

Officer Recommendation: Grant advertisement consent

Conditions and Reasons

Standard 5 advert conditions

6. The hereby approved flagpole sign, large wall mounted billboard, and small wall mounted billboards shall be switched off between the hours of 22:30 and 07:30 on any day.

Reason: To safeguard the amenities of the occupiers of nearby properties and promote sustainable development in accordance with Policies LP1 and LP2 of the Local Plan and Chapters 2 and 15 of the NPPF.

Plans and specifications schedule:-

Plan Type	Reference	Version	Date Received
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Plan Type	Reference	Version	Date Received
Location Plan	2783 P410A	-	09/09/2025
Proposed Site/Block Layout	2783 P500	-	09/09/2025
Canopy Logo Sign Details	2783 P503A	-	09/09/2025
Signage Elevations	2783 P501	-	09/09/2025
Flagpole Details	2783 P502	-	09/09/2025
Poster Display Unit	2783 P506A	-	09/09/2025
Directional Signage	2783 P507A	-	09/09/2025
Small Wall Mounted Billboard	2783 P504A	-	09/09/2025
Large Wall Mounted Billboard	2783 P505A	-	09/09/2025
Application Form	-	-	09/09/2025
Covering Letter	-	-	09/09/2025

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 and guidance in the National Planning Policy Framework, the Local Planning Authority have, where possible, made a pre-application advice service available, complied with the Kirklees Development Management Charter 2024 and otherwise actively engaged with the applicant in dealing with the application. No amendments were sought as it was considered that the proposal was acceptable as submitted.

Report Dated:

24/10/2025
